

# **NAVY RECRUITING COMMAND FIELD ADVERTISING MANUAL**



**Commander, Navy Recruiting Command  
5722 Integrity Drive  
Millington, TN 38054-5057**



DEPARTMENT OF THE NAVY  
NAVY RECRUITING COMMAND  
5722 INTEGRITY DR.  
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 1140.3H  
N94  
16 Jun 2020

COMNAVCRUITCOM INSTRUCTION 1140.3H

From: Commander, Navy Recruiting Command

Subj: NAVY RECRUITING COMMAND FIELD ADVERTISING MANUAL

Ref: (a) SECNAV Memo of 27 January 1998  
(b) SECNAV Memo of 5 January 1984  
(c) ASD (M&RA) Memo of 5 August 1976  
(d) COMNAVCRUITCOMINST 1136.2  
(e) N94 Training Guide for RTF 20 October 2010  
(f) NALTS User's Guide

1. Purpose. To provide updated and revised Field Advertising Manual (FAM) with local advertising management guidance and E-Talent Team (ETT) operating procedures.

a. This instruction is a complete revision and should be read in its entirety.

b. Changes include updates of the transformation to ETT. It also transforms Marketing and Advertising Officer (MAO) to E-Talent Scout billet position with defined billet description. It outlines new market identification procedures.

c. This instruction deletes: newspaper and local direct marketing campaigns, all requirements to print and retain Navy Advertising and Leads Tracking System (NALTS) reports, and the requirement for Chain of Command LEADS executive screenings.

2. Cancellation. COMNAVCRUITCOMINST 1140.3G.

3. Scope. This instruction, which is effective immediately, is applicable to NAVCRUITCOM and all Navy Recruiting activities.

4. Information. NAVCRUITREG Commanders, NAVCRUITDIST Commanding Officers (COs) and NAVTALACQGRU COs have been delegated authority by references (a) through (c) to advertise in support of Navy Recruiting programs. This authority is limited in scope and cannot be re-delegated.

5. Goals. LEADs objectives and budget controls will be provided annually under separate correspondence.

6. Action

a. NAVCRUITREG Commanders, NAVCRUITDIST Commanding Officers and NAVTALACQGRU Commanding Officers will ensure that each NAVCRUITDIST and NAVTALACQGRU has a completely functional ETT at all times with the required minimum personnel.

b. NAVCRUITDIST and NAVTALACQGRU Trainers should ensure all production personnel and regional staffs are trained on the basic functions of advertising and leads (local and national) that relate to their responsibilities. Specifically, NAVCRUITDIST and NAVTALACQGRU E-Talent Leading Chief Petty Officer (LCPO) and Leading Petty Officer (LPO) will be accountable for the timely and effective follow-up of both local and national leads.

c. Policies, programs, or procedures contained in this manual, which contradict any other directive, should be brought to the attention of the Point of Contact (POC), the Local Marketing and Leads Analysis Division, NAVCRUITCOM N94. Also, any recommendations for improvement to operating procedures should be forwarded to the POC as well as using the Change Recommendation to Field Advertising on page iv of the manual.

(1) POC Commercial Phone: (901) 874-7194/9225/7654/9051/9022/9053.

(2) POC DSN Phone: 882-7194/9225/7654/9051/9022/9053.

7. Records Management. Records created as a result of this instruction, regardless of format and media will be managed per SECNAV M5210.1 of January 2012.

8. Review of Instruction. Per OPNAVINST 5215.17A, NAVCRUITCOM 94 will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if this instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

9. Forms. NAVCRUIT 7132/4 is available for download via the MPTE Portal.

/s/

K. D. SULLIVAN  
Executive Director

Releasability and distribution: This directive is not cleared for public release and is available electronically only, via the MPTE Portal:

<https://mpte.navy.deps.mil/sites/nrc/NRC%20Directives/Directives> to users with common access card authorization.

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## GENERAL INFORMATION

1. Navy Recruiting Command (NAVCRUITCOM) Local Marketing and Leads Analysis Division (N94) provides guidance to the field for the effective use of limited local advertising funds in support of command recruiting objectives. The Local Advertising Management Section (LAMS) of N94 provides the tools for detailed planning, execution, tracking, and evaluation of advertising. LAMS guidance is detailed in Chapter One. In addition, the National Training Team (NTT) of LAMS will provide training and assist visits to District ETTs on an as-needed basis. Annual leads audits per this instruction will be completed by NAVCRUITDIST and NAVTALACQGRU E-Talent Leading Chief Petty Officer (LCPO) and Leading Petty Officer (LPO).
2. The ETT functions as the NAVCRUITDIST and NAVTALACQGRU central advertising and leads tracking primary point of contact. ETT responsibilities include, but are not limited to: planning, purchasing, and tracking advertising; maintaining the NALTS database prospect lists; generating local advertising initiatives and booth rental events, Analyzing effectiveness; processing incoming responses and forwarding of all Local and National qualified leads to the E-Talent Scouts (ETS); tracking the disposition of all handed-off leads forwarded to recruiters from the ETS (including the NALTS leads generated from national advertising); maintaining the Navy Recruiting Station (NRS) and Talent Acquisition Onboarding Center (TAOC) address and zip code territory database and processing booth and event generated leads. ETT operating procedures and guidance are detailed in Chapters Two through Six.
3. Local Advertising and booth rentals are used to generate enlisted and officer leads for recruiter follow-up. National advertising leads complement local leads. Both are tracked by an established set of operating procedures and are coordinated through the ETT using the NALTS for active and reserve leads, and recruiter Customer Relations Management (CRM) System database for tracking enlisted and officer Active and Reserve Component leads at the station level. NALTS user guidance is provided by clicking on the “About This Page” icon in the NALTS database system, which is available to each NAVCRUITDIST and NAVTALACQGRU.

CHANGE RECOMMENDATION TO FIELD ADVERTISING MANUAL

Date: \_\_\_\_\_

From: \_\_\_\_\_

To: Navy Recruiting Command (N94)

Subj: RECOMMENDED CHANGE TO THE FIELD ADVERTISING MANUAL

1. Request the following be reviewed and considered for change in the Field Advertising Manual:

Chapter	
Article(s)	
Page(s)	

Recommendation:

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Why is this change recommended? (Justification):

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Submitted by:	
Telephone Number:	
E-mail Address:	

## Chapter 1

### LOCAL MARKETING AND LEADS ANALYSIS MANAGEMENT OVERVIEW

1. Marketing and Advertising Manager. The Director, Marketing and Advertising Department (N9) is the Program Manager for all matters pertaining to local advertising and the supporting management systems established to monitor its effectiveness. The primary objective of local advertising is the targeted approach in localized Designated Market Areas (DMA's) to create organic Navy messaging content that resonates with the local audience that generates qualified active and reserve leads for recruiters to engage, as compared to national advertising, which is directed toward creating broad awareness, influencing attitudes toward the Navy, and stimulating interest about opportunities in the Navy, branding, and generation of leads. Local advertising funding is controlled at the Navy Recruiting Command (NAVCRUITCOM) level to support recruiting programs. It is essential that each Navy Recruiting District and Navy Talent Acquisition Group (NAVCRUITDIST and NAVTALACQGRU) Commanding Officer and Navy Recruiting Region (NAVCRUITREG) Commander develop a detailed executable fiscal year local advertising plan, based on annual NAVCRUITCOM guidance, command marketing objectives and past advertising tracking analysis, carefully monitoring advertising expenditures to ensure that these plans are followed as closely as possible. For detailed guidance in developing Objectives and Strategies, see Chapter 4 paragraph 3.

2. Local Marketing and LEADS Analysis Management Branch. N9 will designate a Headquarters Local Marketing and Leads Analysis Division Director (N94) to oversee the HQ LAMS as well as functionality of the ETTs throughout NAVCRUITCOM. The Local Marketing and Leads Analysis Branch will provide guidance and training to NAVCRUITDIST and NAVTALACQGRU E-Talent personnel, via NAVCRUITCOM N71 (National Training and Inspection Team) and the LAMS personnel (N942/N943) in order to ensure advertising systems fully support command needs. The LAMS is responsible for verifying the accuracy of monthly local leads reports, compiling and analyzing statistical data, providing FY marketing and advertising funding guidance to NAVCRUITREGs and NAVCRUITDISTs and NAVTALACQGRUs and tracking expenditures. Additionally, they recommend approval or disapproval of advertising funded and unfunded requests submitted. The Local Marketing and Leads Analysis Division (N94) supports field commands with all facets of their local advertising efforts. NAVCRUITCOM (N94) is the POC for information concerning audit procedures. NAVCRUITDISTs and NAVTALACQGRUs which are not in compliance with the guidance provided by this instruction should be directed to comply or receive NAVCRUITCOM approval to deviate from this instruction.

3. Navy Recruiting Regions. NAVCRUITREG Commanders should ensure NAVCRUITDIST and NAVTALACQGRU advertising efforts comply with marketing objectives and budgetary and purchasing compliance. NAVCRUITREG Commanders should be briefed quarterly by NAVCRUITDIST and NAVTALACQGRU Commanding Officers to ensure that advertising and marketing efforts are consistent with quality LEADS generation. This quarterly review allows each NAVCRUITDIST and NAVTALACQGRU Commanding Officer to communicate to their

respective Region Commander of past, current, and future advertising campaigns and ensure that each advertising effort quantifies a return on investment. This quarterly review also serves as an opportunity for the NAVCRUITDIST and NAVTALACQGRU Commanding Officer to make necessary adjustments to the advertising plan to ensure production objectives are being met. Region Commanders should also review monthly NALTS analytic reports and provide feedback to the NAVCRUITDISTs and NAVTALACQGRUs detailing ways to correct discrepancies and improve cost-effectiveness of advertising.

4. National Training and Inspection Team (N7). The Director of National Training and Inspection Team should assign a trainer or inspector billet to the ETTs duties and responsibilities. This billet position assigned to a N94 team member who is responsible for training and inspection compliance for all NAVCRUITDIST and NAVTALACQGRU E-Talent activities. Responsibilities include:

- a. Conduct scheduled ETT Leads NIT inspections and submit copy of results to N94.
- b. Provide Leads training to the E-Talent LCPO and LPO as specified in the training plan.

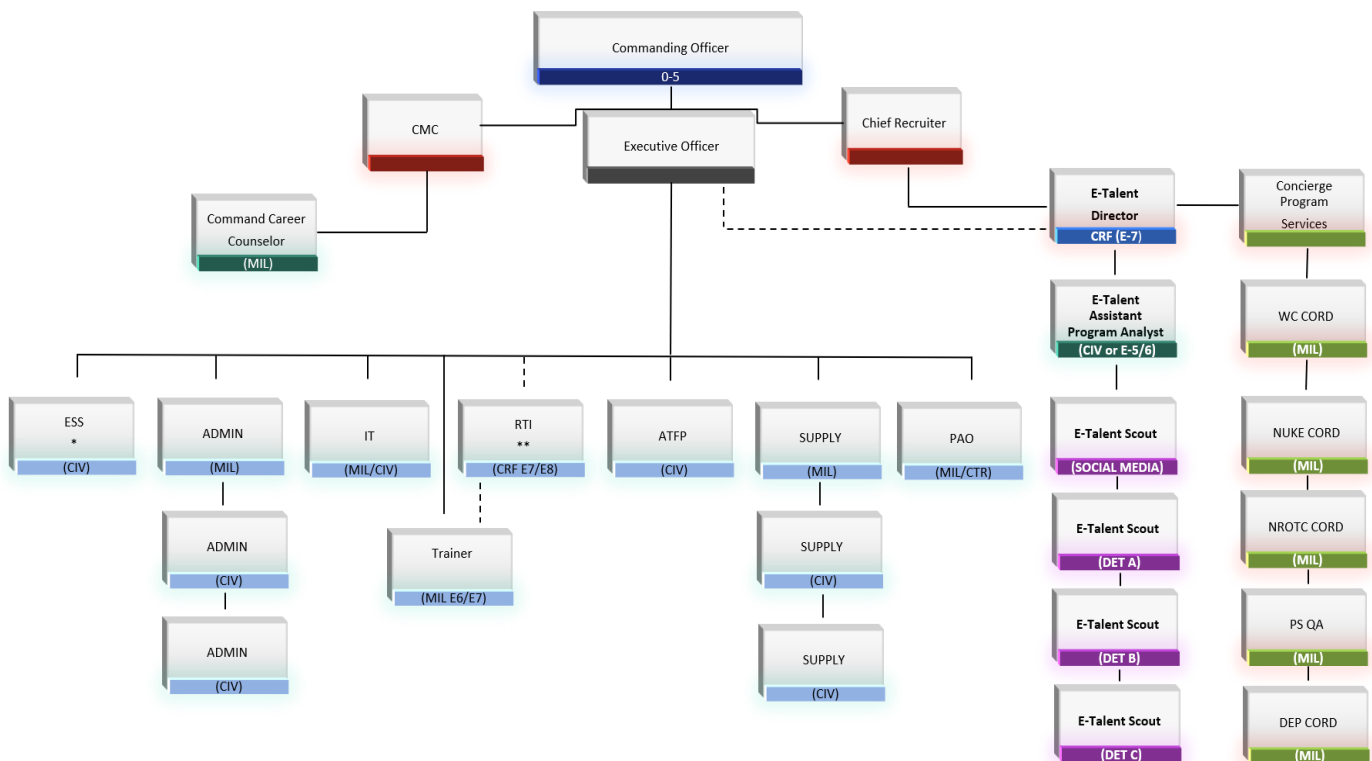
## Chapter 2 NAVCRUITDIST AND NAVTALACQGRU E-TALENT ORGANIZATION AND RESPONSIBILITIES

### 1. NAVCRUITDIST and NAVTALACQGRU ETT

a. **Purpose.** To provide daily operational expectations resulting in Recruiting District and Talent Acquisition Group E-Talent contribution to goal mission attainment and superior customer service as each applicant or prospect completes their customer journey.

b. **Background.** New technologies and evolution in prospect behavior have necessitated a change in the marketing and advertising methods. E-Talent has been developed to keep pace with the latest digital trends and utilize modern marketing campaigns to gain access to a more tech-savvy market. Keeping up with the latest trends in marketing and advertising technologies is imperative to maintaining our competitive edge and attract the best talent. Navy Recruiting is embracing new technologies and methods to enhance and refine the talent acquisition process.

### 2. E-Talent Organizational Structure



\* Not billeted at every NRD/NTAG  
\*\* RTI is a NRC N7 asset assigned to the NTAG

E-Talent Scout billets are dependent on Size of  
NTAG & number of TAOC's/Detachments

a. ETT Billet Structure. At a minimum, the ETT will consist of the E-Talent LCPO and LPO, formerly known as the MAO, an E-Talent Assistant or Program Analyst assigned to the NAVCRUITDIST and NAVTALACQGRU, and multiple E-Talent Scouts. E-Talent Scouts may be assigned to a physical work location at the NAVCRUITDIST and NAVTALACQGRU or assigned to TAOC and Detachment (DET) locations. The number of E-Talent Scout billets and work locations designated at an NAVCRUITDIST and NAVTALACQGRU is dependent on the market potential and geographical size of each command. At a minimum, each NAVCRUITDIST and NAVTALACQGRU will assign one E-Talent Scout at the NAVTALACQGRU designated to execute and engage social media marketing and at least one E-Talent Scout billet assigned per Talent Acquisition Onboarding Center (TAOC). Additional E-Talent Scout billets are authorized based on the NAVCRUITDIST and NAVTALACQGRUs Designated Market Area (DMA), workload requirements, and historic LEADS generation.

b. Overview. NAVCRUITDISTs and NAVTALACQGRUs have the responsibility to plan and execute an effective and cost-efficient lead generating marketing and advertising program based on available funding. ETT responsibilities include creating and generating targeted advertising campaigns utilizing digital, social media, and event-based methods to attract talent to Navy call to actions to generate local LEADS. ETT are responsible for the initial engagement, blueprinting, and hand-off of qualified applicants to local Talent Scouts in the field for all national and local (NAVCRUITDIST and NAVTALACQGRU) leads. Historically, one out of every four new contracts attained originates as an advertising lead processed through the ETT. Leads generated through advertising are essential recruiting resources. All leads from advertising campaigns should be tracked through the ETT per procedures set forth in Chapter 3 paragraph 1.

### 3. NAVCRUITDIST and NAVTALACQGRU leadership responsibilities to the ETT

a. COs should:

(1) Approve and execute the Fiscal Year local advertising plan and planned funding obligations as outlined in Chapter 4.

(2) Ensure that all marketing and advertising purchases can be quantified with return on investment analytics to ensure each planned advertising evolution produces qualified LEADS to contribute to the NAVCRUITDIST and NAVTALACQGRU mission.

(3) The CO is responsible for briefing the Region Commander quarterly on past, current, and future quarterly marketing and advertising efforts to include performance data metrics.

b. Executive Officers should:

(1) Coordinate development of the NAVCRUITDIST and NAVTALACQGRU Advertising Plan (ADPLAN).

(2) Review and approve all adjustments to the ADPLAN.

(3) Monitor effectiveness of the marketing and advertising productivity to ensure that all digital, social media, and event-based campaigns are meeting return on investment standards.

(4) Serve on PQS qualification board for the E-Talent LCPO and LPO.

c. Chief Recruiter should:

(1) Ensure that each billet of the ETT is consistently manned with the appropriate personnel as outlined in this chapter.

(2) Review inputs from Director of Personnel and Operations (DPO) to the E-Talent LCPO and LPO, ensuring that production guidance on specified market objectives and Designated Market Areas (DMA) meet required mission requirements.

(3) Review Marketing and Advertising analytics and NALTs reports to ensure that NAVCRUITDIST and NAVTALACQGRU performance objectives are being met.

(4) Ensure that a copy of all Officer select letters and accession documentation is provided to the E-Talent LCPO and LPO to ensure proper audit of all Officer LEADs.

d. Director of Personnel and Operations (DPO) should:

(1) Provide input to E-talent LCPO and LPO of future potential enlisted and officer marketing (digital, social media, and event-based) opportunities.

(2) Ensure proper hand-off of all qualified and interested LEADs from ETT to the appropriate detachment personnel for further engagement.

(3) Monitor and submit electronic market identification school and college data list to E-Talent for population into the CRM.

(4) Review Marketing and Advertising analytics and LEADs reports provided by E-Talent LCPO and LPO to ensure that TAOC LEADs conversion objectives are being met.

4. E-Talent LCPO and LPO Duties and Responsibilities

a. Prerequisites:

(1) Recommended E7 or above.

(2) Recommended NEC 800R/801R with successful field experience.

(3) Reports directly to the Chief Recruiter (CR), is authorized direct reporting liaison with NAVCRUITDIST and NAVTALACQGRU Department Heads, Executive Officer, and NAVCRUITCOM N94 personnel.

(4) Complete all PQS requirement per reference (d) and attend E-Talent LCPO and LPO course as prescribed within six months of assuming the E-Talent LCPO and LPO billet.

b. LEADS and Online Applications (OAs)

(1) Manage the assignment and processing of all NAVCRUITDISTs and NAVTALACQGRUs Local and National Leads to the E-Talent Scouts for engagement, follow-up, hand-off, and disposition.

(2) Perform Daily Production Reviews (DPR) with E-Talent Scouts to ensure proper contact and documentation of LEADS and OAs within 24 hours and final dispositions are properly documented within 30 days of receipt of LEAD and OA.

(3) Thoroughly familiarize yourself with the functionality of the Navy Advertising Leads Tracking System (NALTS) and NAVCRUITDISTs and NAVTALACQGRUs current utilized CRM (WEBRTOOLS/SALESFORCE).

(4) Ensure all qualified applicant LEADS are entered into the NALTs and CRM system and are properly handed-off and received in command inboxes to designated TAOC DETs for further processing.

(5) Ensure all NAVCRUITCOM standardized performance metrics objectives are consistently met as outlined in Chapter 3 paragraph 5.

(6) As necessary, conduct quality assurance screenings to monitor E-Talent Scout performance and LEADS quality. Screen both Officer and Enlisted LEADS to ensure proper balance.

c. Local Marketing and Advertising efforts and LEADS Generation

(1) Interface with NAVCRUITDIST and NAVTALACQGRU leadership routinely to ensure that E-Talent marketing and advertising efforts are aligned with assigned production priorities.

(2) Establish, monitor, and maintain all dedicated E-Talent social media platforms for marketing and advertising efforts. Ensure NAVCRUITDIST and NAVTALACQGRU E-Talent Scouts maintain a consistent localized social media presence with target audiences in the AORs.

(3) Coordinate creative digital, social media, and event-based marketing and advertising campaigns utilizing NAVCRUITCOM (N9) capabilities and third-party vendor marketing technology to generate local LEADS as outlined in Chapter 5 paragraph 6.

(4) Ensure that all funded marketing and advertising campaigns meet LEADS generation performance criteria outlined in Chapter 5 paragraph 6.

(5) Ensure all funded marketing and advertising campaigns are populated into NALTs with an assigned Data Entry Code (DEC).

(6) Review and analyze all event-based campaigns after action reports and ensure all LEADS are populated into NALTs and proof of performance objectives are met.

(7) Ensure E-Talent Scouts answer all digital and social media call-to-actions; for event-based engagement marketing campaigns. Ensure Local and National LEADS are properly documented with correct LEAD source code from which the applicant was retrieved.

(8) Maintain historic campaign performance metrics data to reference for future funded campaign requests and identify LEADS trends.

(9) Monitor daily counts associated with local advertising efforts.

(10) Perform monthly and annual audits as outlined in Chapter 3 paragraph 4 ensuring that each contracted or selected enlisted or officer LEAD meets production reporting criteria.

d. Budget and Advertising Planning

(1) Develop, submit, and monitor the NAVCRUITDIST and NAVTALACQGRU annual ADPLAN as outlined in Chapter 4.

(2) Develop, submit, and execute annual Local advertising budget spend plan. Ensure all spend plan objectives are being executed each quarter.

(3) Submit, track, and report all advertising expenditures as outlined in Chapter 4.

(4) Negotiate vendor proposals and manage vendor relationships, ensuring all purchase proposals have been properly submitted and approved for funding prior to vendor action or contractual obligation.

e. Other Duties and Responsibilities

(1) Routinely brief NAVCRUITDIST and NAVTALACQGRU leadership on marketing and advertising trends and performance analytics. Provide E-Talent brief at all production meetings.

(2) Implement and execute annual E-Talent training plans and Personnel Qualifications Standards (PQS) as prescribed.

(3) Review current and projected E-Talent manning requirements to ensure personnel continuity. Communicate all manning necessities to the Chief Recruiter.

(4) Supervise the ETT personnel's daily routine (military and civilian).

(5) Maintain E-Talent inspection binder to ensure that all programs meet outlined inspection criteria.

(6) Maintain current proficiency with most recent digital and social media marketing and advertising technologies and methodology.

(7) Manage NAVCRUITDIST and NAVTALACQGRU Market Identification program. Ensure that all high school and college lists are properly uploaded into the CRM prior to 1 June. Ensure all lists submitted from the DETs are in digital format.

(8) Review territory maintenance and submit appropriate NAVCRUITDIST and NAVTALACQGRU zip code changes as required as outlined in Chapter 6 paragraph 5.

5. E-Talent Assistant and Program Analyst Duties and Responsibilities

a. Prerequisites:

(1) Military (E5-E6) NEC 803R

(2) Civilian (if currently billeted). Per guidelines set forth as LEADS Program Technician and Contract Agreement, E-Talent Assistant and Program Analyst must ensure tasks are completed in a timely manner per program descriptions. All discrepancies must be reported to the rating official for proper documentation. Any Rating Official changes are at the discretion of the NAVCRUITDIST and NAVTALACQGRU Commander.

(3) Complete all PQS requirements per reference (d).

(4) Reports to the E-Talent LCPO and LPO

b. LEADS and Online Applications

(1) Assign, monitor, and track all NAVCRUITDISTs and NAVTALACQGRUs Local and National Leads to the E-Talent Scouts for engagement, follow-up and disposition.

(2) Input LEADS record information into NALTS, process suspected duplicate lead and suppress names as necessary.

(3) Thoroughly familiarize yourself with the functionality of the Navy Advertising Leads Tracking System (NALTS) and NAVCRUITDISTs and NAVTALACQGRUs current utilized CRM (RTOOLS/SALESFORCE).

(4) Monitor contracting reports and databases and enter final contracting information into NALTS of applicants who meet both Officer and Enlisted contract criteria.

(5) Respond to call to action inquiries from applicants.

c. Local Marketing and Advertising efforts and LEADS Generation

(1) Complete required daily counts associated with local advertising efforts.

(2) Assist in monitoring E-Talent social media platforms, ensuring that E-Talent Scouts maintain a consistent social media presence with target audiences.

(3) Track and communicate local activities, provide input to E-Talent LCPO and LPO on future event-based, direct, digital, and social media marketing events that have LEADS Generating potential.

(4) Generate reports and provide statistical data to assist the E-Talent LCPO and LPO in determining advertising effectiveness for all LEADS generated programs to determine Return on Investment (ROI) analysis.

d. Budget and Advertising Planning

(1) Assist in the development and monitoring of the NAVCRUITDIST and NAVTALACQGRU annual ADPLAN, spend plan, and budget.

(2) Generate, submit and track all advertising expenditures as directed by E-Talent LCPO and LPO.

e. Other Duties and Responsibilities

(1) Brief performance data to NAVCRUITDIST and NAVTALACQGRU leadership as directed.

(2) Track student (high school and college) lists uploaded to the CRM. Maintain marketing identification tracking database to ensure each DET is on-track to meet 1 June upload deadline.

(3) Other duties as assigned by the E-Talent LCPO and LPO.

6. ETS Duties and Responsibilities

a. Prerequisites:

(1) Military (E5-E6) NEC 803R

(2) Reports to the E-Talent LCPO and LPO

b. Commanding Officers will:

(1) Contact all assigned Enlisted and Officer LEADs and OAs within 24 hours. Ensure final dispositions are properly documented within 30 days of receipt of LEAD and OA.

(2) Maintain applicant tracking database utilizing the CRM to manage all LEADs and OAs currently prospecting.

(3) Ensure all available modes of prospecting are utilized to contact LEADs and OAs.

(4) Conduct weekly follow-ups on all LEAD and OA hand-offs until final disposition has been made.

(5) Blueprint applicants to ensure they qualify for Naval Service. Transfer qualified applicants to the appropriate TAOC via standardized hand-off procedures outlined in Chapter 3 paragraph 1.

c. Local Marketing and Advertising efforts and LEADS Generation

(1) Engage and monitor local targeted audience through various social media platforms.

(2) Prospect all social media reactions to local social media posts and boosted advertising content. Any reactions (likes, shares, messages) are potential LEADs.

d. Budget and Advertising Planning. Solicit and submit all social media marketing and advertising requests through the E-Talent LCPO and LPO.

e. Other Duties and Responsibilities. Format and upload assigned TAOC and DET (high school and college) student lists to CRM database.

Chapter 3  
E-TALENT OPERATING PROCEDURES

1. E-Talent Local and National LEADS Assignment and Engagement

a. The E-Talent LCPO and LPO will assign E-Talent Scouts all NAVCRUITDIST and NAVTALACQGRU Local and National LEADS and OAs for initial contact, blueprinting, disposition, hand-off, and follow-up utilizing the CRM system.

b. The E-Talent Scouts are responsible for the daily prospecting of all assigned NAVCRUITDIST and NAVTALACQGRU LEADS and OAs until a final disposition can be determined. E-Talent Scouts must ensure initial attempt to contact is made within 24 hours and documenting final disposition within 30 days of receipt of the LEAD and OA.

c. All LEADS and OAs that meet qualifying blueprint criteria should be handed-off to the appropriate field personnel for further action and processing. Transfer qualified applicants to the appropriate individual via “warm hand-off.” (A warm hand-off is defined as a three-way call between the applicant and the recruiter and talent scout.) In the event that a warm hand-off is not possible a “cold hand-off” will be conducted by e-mailing or texting the applicants contact information to the applicable recruiter and talent scout.

d. E-Talent Scouts maintain applicant tracking in the CRM to monitor all handed-off LEADS and ensure that further processing has been conducted by the field through final disposition

2. Generated Local LEADS Procedures

a. ETT will answer all digital, and social media call to actions resulting from local advertising efforts. Although initial contact may be made through e-mail, digital, or social media platforms, the goal for the E-Talent Scout is to conduct a telephonic blueprint and pre-interview utilizing E-Talent Telephone Script procedures referenced in (Tab A) or (Tab B) of this chapter. E-Talent Scouts will forward all eligible LEADS generated from responded call to actions to the E-Talent LCPO and LPO or for NALTS population.

b. Recruiting personnel attending funded event-based local advertising (job and career fairs, airshows, etc) events are required to capture data information on all LEADS generated from the event and send to E-Talent LCPO and LPO within three days for NALTS population.

c. The E-Talent LCPO and LPO will ensure that all eligible LEADS generated from Local advertising methods are entered into the NALTS database the same day received utilizing the correct Data Entry Code (DEC).

d. Only applicants who respond directly to the posted call to action of a digital or social media advertisement are considered a LEAD. Applicants who walk-in to a station and DET will be considered a walk-in and cannot be counted as a LEAD. Any event-based funded

advertisement (job and career fair etc.) contacts sent to the E-Talent LCPO and LPO that were made during the funded event are considered a LEAD.

### 3. Contracted, Selected, or Commissioned NALTS Procedures

a. The E-Talent LCPO and LPO will cross-check daily all Enlisted and Officer contracts, selects, or commissioning against the NALTS database. All Enlisted and Officer contracts, selects, or commissioning's should be validated by source documentation in PRIDE or MEPSTRACK data systems, select letters, or commissioning documents. The Enlisted or Officer contract, selection, or commissioning documentation must match the name, address, and date of birth of the LEAD to ensure proper credit. E-Talent must ensure that LEAD and source documentation is maintained electronically for current fiscal year and two previous fiscal years.

b. For contracts, selects, or commissionings that cannot be validated against the NALTS database. The E-Talent LCPO and LPO will initiate the removal process via NALTS customer service at customerservice@navy.com, explaining the reason(s) for invalidation (if applicable).

Note: All Enlisted and Officer records entered into NALTS are valid for credit for 548 days from the date the LEAD was sent to the NAVCRUITDIST and NAVTALACQGRU.

### 4. NALTS Monthly and Annual Audit Procedures

a. Monthly the E-Talent LCPO and LPO should submit an audit memorandum of all cross-check Enlisted and Officer contracts, selects, or commissioning to the NAVCRUITDIST and NAVTALACQGRU Commanding Officer as referenced in (Tab C) of this chapter.

b. Annually the NAVCRUITDIST and NAVTALACQGRU Commanding Officer should submit an audit memorandum of all cross-check Enlisted and Officer contracts, selects, or commissioning by the E-Talent LCPO and LPO for the fiscal year to NAVCRUITCOM (N94) with copy to Region and NAVCRUITCOM (N71) as referenced in (Tab D) of this chapter.

c. Monthly and Annual audit memorandum will be maintained electronically for current and two previous fiscal years.

### 5. NALTS Reports and Performance Metrics

a. NAVCRUITCOM (N94) is responsible for publicizing the following NAVCRUITCOM standard performance metrics prior to the beginning of the new fiscal year Advertisement planning construction:

(1) Enlisted Local, National, and Combined Contribution to Goal Percentage.

(2) Officer Local, National, and Combined Contribution to Goal Percentage.

- (3) Enlisted Local, National, and Combined Conversion Ratios.
- (4) Officer Local, National, and Combined Conversion Ratios.
- (5) Enlisted Local, National, and Combined Conversion Rate Percentage.
- (6) Officer Local, National, and Combined Conversion Rate Percentage.
- (7) Enlisted Other Media Cost per QI and Response to QI Rate Percentage.
- (8) Officer Other Media Cost per QI and Response to QI Rate Percentage.

Note: These annual published metrics will serve as base-line performance indicators for all NAVCRUITDIST and NAVTALACQGRU ETTs to measure the successful execution of their ADPLAN and marketing and advertising efforts.

b. The E-Talent LCPO and LPO will perform a proof of performance analysis on all funded marketing and advertising efforts to ensure that each direct, digital, social media, and event-based campaign met planned objectives as outlined in Chapter 5 paragraph 6.

c. The E-Talent LCPO and LPO will review the following NALTS and CRM reports routinely.

- (1) Monthly Local Leads Analysis Report (FYTD).
- (2) Monthly Status Summary and Ranking Report (FYTD).
- (3) Disposition Analysis Report (FYTD).
- (4) Leads Production Summary Report.
- (5) Overdue Leads (NALTS) Report.
- (6) Other Media Marketing Tracking Report.
- (7) Projected and Actual Expenditure Report.
- (8) Detailed Lead Record of each New Contract Select.
- (9) Unassigned Leads Report.

6. Navy ROTC College Advertising Procedures

a. NAVTALACQGRUs are not authorized PNS funding. All PNS funding for NAVCRUITDISTs transitioning to NAVTALACQGRUs must be obligated prior to transformation.

b. Current NAVCRUITDISTs annual advertising budget includes funding for NROTC University and College units to advertise. NAVCRUITDIST Commanding Officers should contact the respective NROTC PNS outlining advertising policies set forth in the paragraph below. All PNS should contact the NAVCRUITDIST E-Talent LCPO and LPO to coordinate the expenditure of funds.

#### 7. E-Talent Production Reviews and Training Assist

a. The E-Talent LCPO and LPO will conduct a daily face-to-face or telephonic daily production review with all assigned E-Talent Scouts. The daily production review will include, but are not limited to the following:

(1) Discuss newly prospecting and generated LEADS activity from current digital, social media, or event-based advertising campaigns.

(2) Discuss newly attempted, contacted, blueprinted, and handed-off of any Enlisted or Officer National or Local Leads. Ensure all available prospecting modes are utilized and properly documented in the CRM.

(3) Review applicant log for all handed-off applicant activity.

(4) Review all newly dispositioned LEADS for accuracy and documentation.

(5) Review CRM for any upcoming overdue LEADS to ensure dispositions are being recorded in a timely manner.

(6) Review social media and digital engagement plans.

(7) Review status of high school and college lists pending and received and uploaded into the CRM system.

(8) As necessary, review, and analyze NALTS reports and performance metrics for production trends.

(9) Conduct training as necessary.

b. The E-Talent LCPO and LPO should conduct quarterly training and assist visits to the E-Talent Scouts TAOC and DET location to ensure ETT production continuity. The E-Talent LCPO and LPO should assess the productivity of each E-Talent Scout to determine the periodicity and frequency of each assist visit. The E-Talent LCPO and LPO should also provide

necessary training and assistance to TAOC and DET personnel to ensure proper applicant hand-off procedures.

8. NAVCRUITDIST and NAVTALACQGRU Market Identification Procedures

a. The Director of Personnel and Operations (DPO) is responsible for requesting and collecting high school and college lists. The DPO will make every effort to obtain these lists in digital or electronic format (xlsx, pdf, etc.) to allow for immediate conversion and upload to the CRM. The DPO should notify the E-Talent LCPO and LPO of any school that cannot provide an electronic copy of the school list. Any schools that will not provide a list, the DPO should notify the E-Talent LCPO and LPO and Education Service Specialist (ESS) or designated individual.

b. The DPO will direct personnel requesting and collecting school lists to commence in January for the current junior class. All school lists for the current junior class must be delivered to the designated E-Talent Scout for conversion by 31 May.

c. The E-Talent Scouts will monitor the market identification process and ensure that all electronic school lists are properly converted and sent to the E-Talent LCPO and LPO or designated E-Talent personnel for upload into the CRM.

d. The E-Talent LCPO and LPO is overall responsible for the NAVCRUITDIST and NAVTALACQGRU market identification program. The E-Talent LCPO and LPO should ensure that all lists have been populated in the CRM prior to 30 June. The E-Talent LCPO and LPO will brief NAVCRUITDIST and NAVTALACQGRU leadership routinely of the status of market identification.

**TAB A**  
**E-TALENT OPERATING PROCEDURES**  
**TAB A**

**ETT TELEPHONE SCRIPT - ENLISTED**

Interviewer \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ QI: \_\_\_\_\_ QNI \_\_\_\_\_ NQUAL \_\_\_\_\_ Hang-up \_\_\_\_\_

**LEAD SOURCE/INTRO:**

"Good Morning/Afternoon, Navy Recruiting District/Navy Talent Acquisition Group \_\_\_\_\_ speaking, how may I help you?"  
"To whom am I speaking?" \_\_\_\_\_ MALE \_\_\_\_\_ Female \_\_\_\_\_. "Well \_\_\_\_\_ we do still have several openings. This is the NAVY personnel office in \_\_\_\_\_, and what we do here is gather some *basic* background information as authorized by Title 10 of US CODE 503 in order to see if you pre-qualify for our training programs. If it appears as though you meet the basic qualifications for the program, the information we gather will be used to schedule you for a personal interview and a test. It's not necessary you that answer these questions, however, it would not be possible to properly determine your eligibility without this information. **Do you have a few moments to answer some brief questions?**"

NAME: \_\_\_\_\_ DOB: \_\_\_\_\_ AGE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE (HOME): \_\_\_\_\_ / \_\_\_\_\_ CELL: \_\_\_\_\_ / \_\_\_\_\_ WORK: \_\_\_\_\_ / \_\_\_\_\_  
U.S. CITIZEN? YES/NO GREEN CARD? YES/NO  
\*OPT-ON FOR TEXT MESSAGES? YES/ NO EMAIL: \_\_\_\_\_  
EDUCATION: \_\_\_\_\_ GRAD YR: \_\_\_\_\_ HIGH SCHOOL NAME: \_\_\_\_\_ YRS. COMP: \_\_\_\_\_  
GED? YES/NO IF YES, WHEN? \_\_\_\_\_ ATTENDED VO-TECH? YES/NO  
COLLEGE NAME: \_\_\_\_\_ MAJOR: \_\_\_\_\_ GPA: \_\_\_\_\_ GRAD YR: \_\_\_\_\_  
  
MARITAL STATUS: MARRIED/SINGLE/DIVORCED; CHILDREN? YES/NO HOW MANY? \_\_\_\_\_ CUSTODY? YES/NO  
  
CURRENT EMPLOYER: \_\_\_\_\_ HOW LONG: \_\_\_\_\_  
  
PRIOR MILITARY SVC? Y/N IF YES, RANK? \_\_\_\_\_ YRS ACTV DUTY? \_\_\_\_\_ RE CODE? \_\_\_\_\_  
DATE OF DISCHARGE? \_\_\_\_\_ TYPE OF DISCHARGE? \_\_\_\_\_  
  
**MEDICAL** (circle all that apply and provide details in space below). BROKEN BONES, PINS/PLATES/SCREWS, SURGERIES, SIGHT OR HEARING LOSS, MAJOR ILLNESSES, GLASSES/CONTACTS, ALLERGIES, ASTHMA, MEDICATIONS SUCH AS: RITALIN, ZOLOFT/PROZAC/WELBUTRIN ... ANY OTHER NOT LISTED PROBLEMS WITH JOINTS, SCARS, TATTOOS, FLAT FEET, HEAD INJURIES, DEPRESSION? LASTLY, ARE YOU CURRENTLY UNDER THE CARE OF A PHYSICIAN? YES/NO  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
  
HT: \_\_\_\_\_ WT: \_\_\_\_\_ TATTOOS? YES/NO; IF YES, VISIBLE? YES/NO; LOCATION: \_\_\_\_\_  
**ILLEGAL DRUGS?** YES/NO; IF YES, WHAT? \_\_\_\_\_ LAST USED? \_\_\_\_\_  
  
**POLICE INVOLVEMENT** OTHER THAN MINOR TRAFFIC? YES/NO; CHARGE: \_\_\_\_\_  
DISPOSITION: \_\_\_\_\_ FINE(S) PAID? YES/NO; AMOUNT? \$ \_\_\_\_\_  
PROBATION? YES/NO; IF YES, JUVENILE/ADULT (circle one)

**If any information provided is disqualifying, politely end the conversation and the call. If not, continue below....**

"Let me ask you. Have you made any definite plans for furthering your career, or are you still looking for the right opportunity?" (STILL LOOKING/NO DEFINITE PLANS/HAVE DEFINITE PLANS). IF SO, WHAT PLANS? \_\_\_\_\_

**CLOSE:** "Well \_\_\_\_\_, based on our conversation, you sound like someone we would be interested in talking to further about our job opportunities. The next step would be to set up and appointment with you for an interview and a test, but first I want to inform you that this position is with the UNITED STATES NAVY. Upon completion of your interview and testing, and if you qualify for the program, you will receive formal classroom instruction and training along with full pay and benefits-and a chance to travel. You would also earn 30 days paid vacation per year and there is an excellent opportunity for advancement while in the NAVY. Does this sound like an opportunity that may be of some value to you?" (YES/NO/UNDECIDED)

"Now as I said earlier, this position is with the UNITED STATES NAVY, and you would be required to relocate. Would you be willing to relocate for the right job opportunity in the NAVY?" (YES/NO/UNDECIDED)

"Again I would like to point out that in order for you to receive this job opportunity and training we are offering you would be required to enlist in the UNITED STATES NAVY. In order to find out if what we are offering is really of interest to you and in order to better determine if you're the type of person why would do well in our program, you would have to talk with a NAVY representative. **When would be the best time for our NAVY representative to contact you in order to schedule your formal interview and appointment?**  
Day/Date \_\_\_\_\_ Time: \_\_\_\_\_ NRS: \_\_\_\_\_ Recruiter: \_\_\_\_\_

"I will pass this information on to the representative that handles your area and you will be receiving a call very soon. **GOOD LUCK** on your interview. Thank you for calling." (IF NOT INTERESTED OR NO CONTACT TIME SET, ASK FOR A REFERRAL). "Sorry we can't help now, perhaps you know someone who could benefit from these Navy opportunities?"

TAB B  
**E-TALENT OPERATING PROCEDURES**  
TAB B

**ETT TELEPHONE SCRIPT – OFFICER**

**INTRODUCTION:** "Good Morning, Navy Recruiting District,/Navy Talent Acquisition Group \_\_\_\_\_ speaking, may I help you?"

**INTERVIEWER:** \_\_\_\_\_

**LEAD SOURCE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_ **QI:** \_\_\_\_\_ **NQ:** \_\_\_\_\_ **QNI:** \_\_\_\_\_ **HANGUP:** \_\_\_\_\_

"To whom am I speaking?" \_\_\_\_\_ **MALE** \_\_\_\_\_ **FEMALE** \_\_\_\_\_ "Well \_\_\_\_\_, we do still have several openings. This is the NAVY personnel office in \_\_\_\_\_, and we are currently accepting applications for positions with the Dept. of the NAVY. What we do here, as authorized by TITLE 10 of US CODE 503, is to get some background information from you to see if you pre-qualify for our program. If it appears you meet the basic qualifications for the program, the information will be used to schedule you for a personal interview and test. It is not necessary that you answer any of these questions, however, it would not be possible to properly determine your eligibility without this information. **Do you have a few moments now to answer some brief questions?**" (If "yes", start with below questions. If "no", politely end the call and count as a response).

**NAME:** \_\_\_\_\_ **DOB** \_\_\_\_\_ **AGE** \_\_\_\_\_  
(FIRST) (MIDDLE) (LAST)  
**ADDRESS:** \_\_\_\_\_ **PHONE (HOME)** \_\_\_\_\_  
**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_ **H(CELL/WK)** \_\_\_\_\_  
**OPT IN TEXT MESSAGES? YES / NO** **U.S. CITIZEN? YES / NO**  
**ARE YOU A COLLEGE GRADUATE? (YES/NO)** **CURRENTLY ENROLLED? (YES/NO)** **COLLEGE:** \_\_\_\_\_  
**LOCATION** \_\_\_\_\_ **MAJOR** \_\_\_\_\_ **DEGREE? (YES/NO)** **TYPE** \_\_\_\_\_  
**GPA** \_\_\_\_\_ (If GPA above 3.0, list courses on reverse) **GRAD DATE/EXPECTED GRAD DATE** \_\_\_\_\_ **ETHNICITY** \_\_\_\_\_  
"Did you take one year of Calculus classes?" (YES/NO) "Did you take one year of Physics classes?" (YES/NO) If yes, were Physics courses calculus- based?" Y/N)

**QUALIFYING QUESTIONS:** "First of all, have you made any definite plans for furthering your career, or are you still looking for the right opportunity?"  
(STILL LOOKING/NO DEFINITE PLANS) (HAVE DEF. PLANS) If so, what plans?" \_\_\_\_\_

**HT** \_\_\_\_\_ **WT** \_\_\_\_\_ **Are you currently employed? (YES/NO)** **What do you do?** \_\_\_\_\_

**Do you have any prior military service? (YES/NO)** **Branch** \_\_\_\_\_ **Rank** \_\_\_\_\_ **Years ACDU** \_\_\_\_\_

**Date Discharged/Type** \_\_\_\_\_ / \_\_\_\_\_ **RE Code** \_\_\_\_\_ **Specialty** \_\_\_\_\_

**Do you have any medical/physical problems? (YES/NO)** **Explain:** \_\_\_\_\_ **Sight or hearing loss? (YES/NO)**

**Have you had any surgeries or broken bones? (YES/NO); Allergies or Asthma? (YES/NO); Tattoos? (YES/NO) Visible? (YES/NO)**

**EXPLAIN:** \_\_\_\_\_

**Other than minor traffic violations, do you have a police record of any kind? (YES/NO) (JUVENILE/ADULT)**

**EXPLAIN:** \_\_\_\_\_

**Are you single/married/divorced? (circle one)** **Dependent Children?** \_\_\_\_\_ **Custody? (YES/NO)**

**At this point, if any of the questions are disqualifying, including non-competitive GPA, so state and end the call politely. If not, continue...**

**TRIAL CLOSES & CLINCHING THE CONTACT TIME:**

"Based on our conversation, you sound like someone we would be interested in talking to further about our job opportunities. As I mentioned earlier, we are accepting applications for positions in the UNITED STATES NAVY as active duty Commissioned Officers. Application is by INVITATION ONLY and would be based on the results of a written test you will take. **Does this sound like an opportunity that might be of some value to you?**" (YES/NO)  
If **YES**... "The next step would be to arrange an appointment for you to come in to interview and test."

"The test you will be taking is a college level aptitude test and there is no fee or obligation on your part. It usually takes about 3 hours to complete. After the test is scored, a follow-up interview will be conducted by an officer representative. He/she will discuss your scores and options available to you, as well as assist you in making formal application, should you desire to do so. The test is given at (LOCATION) at (TIMES) on (DAYS OF THE WEEK). Which time would be better for you?  
If for some reason, you are unable to make the test date, please notify us immediately to see if it is possible to reschedule. Do you have a pencil and paper? You are scheduled to take the test:

**Day** \_\_\_\_\_ **Time** \_\_\_\_\_ **Location** \_\_\_\_\_ . The number, in case you need to reschedule, is: \_\_\_\_\_

"**GOOD LUCK** on your test and interview. Thank you for calling. Goodbye."

If **NO**, but GPA is competitive (2.7 or higher), ask if they would be willing to speak with an officer rep and get information. That way if they can't help you now; maybe they could help you in the future, and/or **ask for a referral**. "I'm sorry we weren't able to help you today, but perhaps you know someone who we can help..."

**NOTE:** If LPT is not making appointments for Officer Programs, end the conversation by saying.... "An officer representative will call you to schedule your test. When would be the best time to contact you?"

TAB C  
NAVY RECRUITING DISTRICT AND NAVY TALENT ACQUISITION GROUP  
MONTHLY LEADS AUDIT SAMPLE MEMO

1140  
Date

MEMORANDUM

From: E-Talent LCPO and LPO \_\_\_\_\_  
To: Commanding Officer, NAVCRUITDIST and NAVTALACQGRU \_\_\_\_\_  
Subj: MONTHLY LEADS AUDIT - (MONTH) 20XX  
Ref: (a) COMNAVCRUITCOMINST 1140.3 Series

1. Per reference (a), subject Leads audit covering the period of 1 to \_\_\_\_ (Month) 20XX was conducted on (date).
2. The audit included \_\_\_\_% of the enlisted leads contract records and 100% officer leads selects for the covered period. This represented a total of \_\_\_\_ enlisted contracts and \_\_\_\_ officer selects. In matching the Contract Analysis Report with the (REPORT USED) Report and further cross matching with the Detailed List of Lead reports from NALTS, there were \_\_\_\_ discrepancies\* found. This indicates that all contracts and selects from advertising leads did indeed join the Navy and were verified by birth date or address \*(-OR- the following discrepancies were found).
3. Of the \_\_\_\_ enlisted contracts, and \_\_\_\_ officer selects, no individual had Time in Work (TIW) exceeding 548 days or undocumented negative TIW. Of the \_\_\_\_ enlisted contracts, \_\_\_\_ reflected less than five days' TIW. All except (LEAD NAME) were found to be valid. Contracts and Selects for those found not valid were requested to be removed as contracts and selects via NALTS Customer Service. (Explain the reason(s) for invalidation, if applicable).
4. Overall, this audit was considered (outstanding/satisfactory/-unsatisfactory).

Very respectfully,

NAME  
E-Talent LCPO and LPO

Copy to:  
File

TAB D  
NAVY RECRUITING DISTRICT AND NAVY TALENT ACQUISITION GROUP ANNUAL  
LEADS AUDIT SAMPLE LETTER

1140  
Date

From: Commanding Officer, Navy Recruiting District and Navy Talent Acquisition  
Group \_\_\_\_\_

To: Navy Recruiting Command (N94)

Subj: ANNUAL LEADS AUDIT - FY-\_\_\_\_

Ref: (a) COMNAVCRUITCOMINST 1140.3 Series

1. Per reference (a), an end-of-FY Leads audit covering the period of 1 October \_\_\_\_ to 30 September \_\_\_\_ was conducted on (date).
2. The audit included \_\_\_\_% of the enlisted leads contract records and 100% officer leads selects for the covered period. This represented a total of \_\_\_\_ enlisted contracts and \_\_\_\_ officer selects. In matching the Contract Analysis Report with the (REPORT USED) Report and further cross matching with the Detailed List of Lead reports from NALTS, there were \_\_\_\_ discrepancies\* found. This indicates that all contracts and selects from advertising leads did indeed join the Navy and were verified by birth date or address \*(-OR- the following discrepancies were found).
3. Of the \_\_\_\_ enlisted contracts, and \_\_\_\_ officer selects, no individual had Time in Work (TIW) exceeding 548 days or undocumented negative TIW. Of the \_\_\_\_ enlisted contracts, \_\_\_\_ reflected less than five days' TIW. All except (LEAD NAME) were found to be valid. Contracts and Selects for those found not valid were requested to be removed as contracts and selects via NALTS Customer Service. (Explain the reason(s) for invalidation, if applicable).
4. Overall, this audit was considered (outstanding/satisfactory/-unsatisfactory).

NAME  
NAVCRUITDIST and NAVTALACQGRU CO

Copy to:  
NAVCRUITCOM N71  
NAVCRUITREG \_\_\_\_\_

Chapter 4

ADVERTISING REQUESTS, BUDGET, PURCHASING, AND PLANNING

1. Advertising Budget

a. Each year the NAVCRUITDIST and NAVTALACQGRU will receive a proportioned dollar amount of local marketing and advertising funding based on the overall NAVCRUITCOM local advertising budget. The Commanding Officer is responsible for submitting an Advertising Planned Budget Report to the Region Commander and NAVCRUITCOM N94 outlining the requested budget amount necessary to execute the NAVCRUITDIST and NAVTALACQGRU annual marketing and advertising efforts. A sample ADPLAN budget breakdown is outlined in (Tab A). NAVCRUITCOM N9 will review budget report to determine each Regions annual budget limits. The Region Commander will determine the budget allocation for each NAVCRUITDIST and NAVTALACQGRU.

b. The Planned Budget Report will assist the E-Talent LCPO and LPO in building and adjusting the annual ADPLAN in NALTS:

2. Introduction to Advertising Planning

a. The purpose of an advertising plan is to clearly state how the local NAVCRUITDIST and NAVTALACQGRU marketing and advertising strategy is going to help you meet your active and reserve recruiting goals. The E-Talent LCPO and LPO is responsible to submit a detailed and measurable plan-of-action, which is submitted via NALTS to NAVCRUITCOM N94 for review by 15 August each year and becomes executable on 1 October. It is recommended to start your Advertisement planning in June.

b. The NALTS ADPLAN defines the amount, type, medium, and frequency of advertising support the NAVCRUITDIST and NAVTALACQGRU will designate to each of the five programs outlined in paragraph 2(c)(1) through 2(c)(5).

c. Based on the overall NAVCRUITDIST and NAVTALACQGRU marketing plan, the advertising plan addresses all recruiting programs that are to be supported. Recruiting programs are different from each other in many ways (education, age requirements, citizenship, selling points, etc.), and they require different marketing strategies tailored to these differences. The five major program areas are:

(1) GENERAL ENLISTED (all Enlisted programs, including Nuclear Field, SPECWAR, and Reserve programs).

(2) GENERAL OFFICER (Supply Corps, CEC, Aviation, Reserve programs and other Officer programs not included under Nuclear, Medical or High School NROTC programs).

(3) NUCLEAR OFFICER (NUPOC, Nuclear Instructor and Naval Reactors)

(4) MEDICAL OFFICER (Physician, Dentist, Nurse, MSC, and HPSP) including Reserve.

(5) HIGH SCHOOL NROTC-NO4Y (Including Nurse NROTC)

d. The E-Talent LCPO and LPO is responsible to familiarize themselves with the audience persona criteria of each five above programs outlined in Chapter 5 paragraph 6. Audience persona details will assist the E-Talent LCPO and LPO on approaching advertising targeting methodology.

### 3. Developing Advertisement Planning Objectives and Strategies

a. Before you can develop the objectives for next years advertising plan, you need to define a measurement of success by analyzing past performance. The following are some factors to consider in your analysis of each program.

(1) What are the NAVCRUITDIST and NAVTALACQGRU future production priorities and goals?

(2) What percent of the goals are student and workforce?

(3) Calculate historical contribution to goal attainments.

(4) Calculate the number of local leads generated in previous years.

(5) Calculate the historical leads conversions ratios and percentages.

(6) Historically, where LEADs are being generated?

(7) Historically, what advertising types and mediums generate the best quality LEADs?

b. Utilizing these seven factors, you can determine the number of LEADs necessary to meet the future contribution to goal objectives.

c. The E-Talent LCPO and LPO must solicit input from leadership and the field to ensure all known future events that require advertising funding are incorporated into the new ADPLAN. The E-Talent LCPO and LPO should analyze data reports (WEBSTEAM, ASAD, etc.) to aid in the advertisement planning efforts.

d. The ADPLAN will be kept current throughout the year. Updating budget, goals, lead generation status, and funding shifts between programs. Goal restrictions are likely to occur throughout the year. It is important that the E-Talent LCPO and LPO adjust the ADPLAN accordingly.

#### 4. NALTS Advertisement Planning Procedures Overview

a. The Advertisement Planning application in NALTS found in the Administration > Manage Media section allows ETT users to review and maintain marketing activities and expenses associated with media resources within their local area. Since Newspaper and Direct Mail are no longer authorized types of advertisement. The NALTS Channel Group pulldown menu (Other Media) will cover all remaining authorized mediums of digital, social media, and event-based advertising outlined in Chapter 5 paragraph 6.

b. NALTS Advertisement Planning objectives:

(1) Provide tools to develop objectives and strategies, and media details for reaching assigned goals.

(2) Defines resources and measures the variance between planned and actual expenditures.

(3) Requires the definition, monitoring and review of marketing activities and expenses toward the effective use of funds allocated.

c. For detailed procedures on how to build the ADPLAN in NALTS refer to the NALTS Help Tutorial or reference (e). E-Talent LCPO and LPO may also contact your local marketing representative for guidance.

5. Advertising Purchase Authority. The advertising single purchase authority limit for NAVCRUITDIST and NAVTALACQGRU Commanding Officers is \$5,000. Any advertising purchase exceeding \$5,000 requires an endorsement from the Region Commander forwarded to NAVCRUITCOM N9 for approval.

#### 6. Advertising Funding Request Procedures

a. Prior to submission of any digital, social media, or event-based funded advertising request. The E-Talent LCPO and LPO must ensure that the proper information has been gathered to ensure efficient routing flow process.

b. The E-Talent LCPO and LPO will not enter into any verbal or written contractual obligations with any sourced vendor until proper funding approval has been provided by NAVCRUITCOM N4 or Marketing Representative (MR) notifies E-Talent LCPO and LPO.

c. The E-Talent LCPO and LPO should route all advertising funding requests electronically through this designated SharePoint site:

<https://mppte.navy.deps.mil/sites/nrc/n9/Lists/Field%20Marketing%20and%20Advertising%20IRD%20Submissions>.

d. To expedite your request, ensure that the following documents are uploaded with your request (if applicable).

(1) NAVCRUIT 7132/4 Internal Request Document (IRD).

(2) Event and local booth rental worksheet as outlined in (Tab B).

(3) Vendor invoice quote (with itemized list of services provided and quoted price is good for 60-90 days from invoice date).

(4) Registration information.

(5) W9 form for check fee (all attempts should be made to avoid check writing expenses).

(6) Food statement (if food or meal cost is identified or mentioned).

e. For complete details for processing advertising funded requests, please see reference (e) or contact your local Marketing Representative (MR).

7. IRD Flow Process. The E-Talent LCPO and LPO should ensure that notification with the assigned marketing representatives at least 30 days in advance of any funded advertising campaign. The ETT must also ensure you take into consideration a 10-day processing time for all IRD flow processing as outlined in (Exhibit 4-1).

a. Vendor selection is crucial to ensure that the marketing and advertising efforts meet the assigned planned performance objectives. Digital advertising vendors should be able to provide proof of performance evidence that ensures all NAVCRUITDIST and NAVTALACQGRU objectives are being met during and upon completion of the run of the digital advertisement.

b. E-Talent LCPO and LPOs are permitted to negotiate cost of services with the vendors prior to receiving the final vendor invoice to submit with the IRD. E-Talent LCPO and LPOs should ensure proper stewardship of the Marketing and advertising budget.

TAB A  
SAMPLE ADPLAN BUDGET BREAKDOWN

Line 1	Total Requested or Allotted Budget	\$ 206,000	(What NRD/NTAG is requesting or has been provided by NAVCRUITREG)			
Line 2	NROTC Unit	\$ 6,000	(Allocated for NROTC Unit (PNS))			
Line 3	Subtotal	\$ 200,000	(Remaining funds for local Active/Reserve/NROTC Scholarship advertising)			
Line 4	Active	\$ 168,000	(Approximately 80-88% of total budget) *			
Line 5	Reserve	\$ 30,000	(Approximately 10-15% of total budget) *			
Line 6	NROTC Scholarship	\$ 2,000	(Approximately 2-5% of total budget)			
		<b>ENLISTED</b>		<b>OFFICER</b>		
Line 7	Program	<b>ACTIVE</b>	<b>RESERVE</b>	<b>ACTIVE</b>	<b>RESERVE</b>	<b>NROTC SCHOLARSHIP</b>
	Advertising Medium					
Line 8	DIRECT	\$ 20,000	\$ 4,000	\$ 15,000	\$ 2,000	\$ 300
Line 9	DIGITAL	\$ 35,000	\$ 8,000	\$ 25,000	\$ 4,000	\$ 600
Line 10	SOCIAL MEDIA	\$ 25,000	\$ 5,000	\$ 16,000	\$ 3,000	\$ 800
Line 11	EVENT-BASED	\$ 20,000	\$ 3,000	\$ 12,000	\$ 1,000	\$ 300
Line 12	Total Amount	\$ 100,000	\$ 20,000	\$ 68,000	\$ 10,000	\$ 2,000

Directions:

- Line 1 NRD/NTAG total marketing and advertising budget requested from Region; once annual budget has been received from Region populate with new budget data if different than requested.
- Line 2 Allocated for NROTC Unit advertising. (See Chapter 3 Article 306)
- Line 3 Subtract PNS budget from total or requested budget
- Lines 4-6 Should equal subtotal in Line 3
- Line 7 Program categories from enlisted and officer recruiting
- Lines 8-11 Planned dollar amount to be spent in different advertising mediums. (See Chapter 5 Article 502)
- Line 12 Total amount of annual budget by program.

TAB B  
EVENT AND LOCAL BOOTH RENTAL WORKSHEET

RECRUITER'S INFORMATION WORKSHEET FOR LOCAL BOOTH RENTAL/EVENTS	
VENDOR: _____	
ADDRESS: _____	
CITY: _____	STATE: _____ ZIP CODE: _____
VENDOR CONTACT NAME: _____	
EMAIL: _____	
PHONE: _____	FAX: _____
BOOTH SPACE COST: _____ + CHECK FEE: \$ 0.00 = TOTAL COST: \$ 0.00	
Preferred payment is by credit card.	
Or if a check is the only option, add 1.80% fee* to the above and complete the two blanks at section (B) below.	
MUST have both the correct payee and the vendor tax ID in order to cut a check.	
Payment: Will the vendor accept a VISA credit card? _____ If Yes (go to (A) below) / If No (go to (B) below)	
(A) If paid by credit card, contact/phone: _____	PHONE: _____ <b>OR</b>
(B) If paid by check, payable to: _____	
(If a third party, indicate the name of the actual entity to which payment will be made)	
If paid by check, vendor Tax ID Number: _____ Does this vendor have a "no cancellation" clause/policy? YES	
Registration deadline: _____ <b>Recruiters shall NOT pre-register or commit to event. Registration will occur by MAO only after notification of funding (IRD) approval by NRC.</b>	
Target Market:(Check one) <input type="checkbox"/> GEN ENL <input type="checkbox"/> MEDICAL <input type="checkbox"/> GEN OFF <input type="checkbox"/> NROTC <input type="checkbox"/> NUCLEAR	
<b>EVENT NAME:</b> _____	
<b>DATE OF ACTIVITY:</b> _____ # OF ATTENDEES ANTICIPATED: _____	
<u>Note:</u> Untimely requests (less than 15 days before the event) <u>may not be approved.</u>	
<b>LOCATION:</b> _____	
Has your station had a comparable booth with this vendor before? _____ If yes, when? _____	
# of documented prospects from past participation: _____ # of Recruiting Personnel supporting this activity: _____	
Requesting Recruiter name: _____	
Booth manning by name: _____	
Justification/Ad Description:	
<b>**HQ USE ONLY**</b>	
<input type="checkbox"/> PLANNED <input type="checkbox"/> UNPLANNED EVENT?	FUNDING AVAILABLE? YES _____ NALTS DEC: _____
MAO OR DIR. OF SOURCING APPROVAL YES _____	SIGNATURE: _____ DATE: _____
REVIEW BY: <input type="checkbox"/> XO (NRD) <input type="checkbox"/> OFFICER-IN-CHARGE (TAOC)	
SIGNATURE: _____ DATE: _____	

EXHIBIT 4-1  
IRD FLOW PROCESS

**IRD PROCESS FLOW**

E-Talent Director (ETD)  
Marketing Representative (MR)

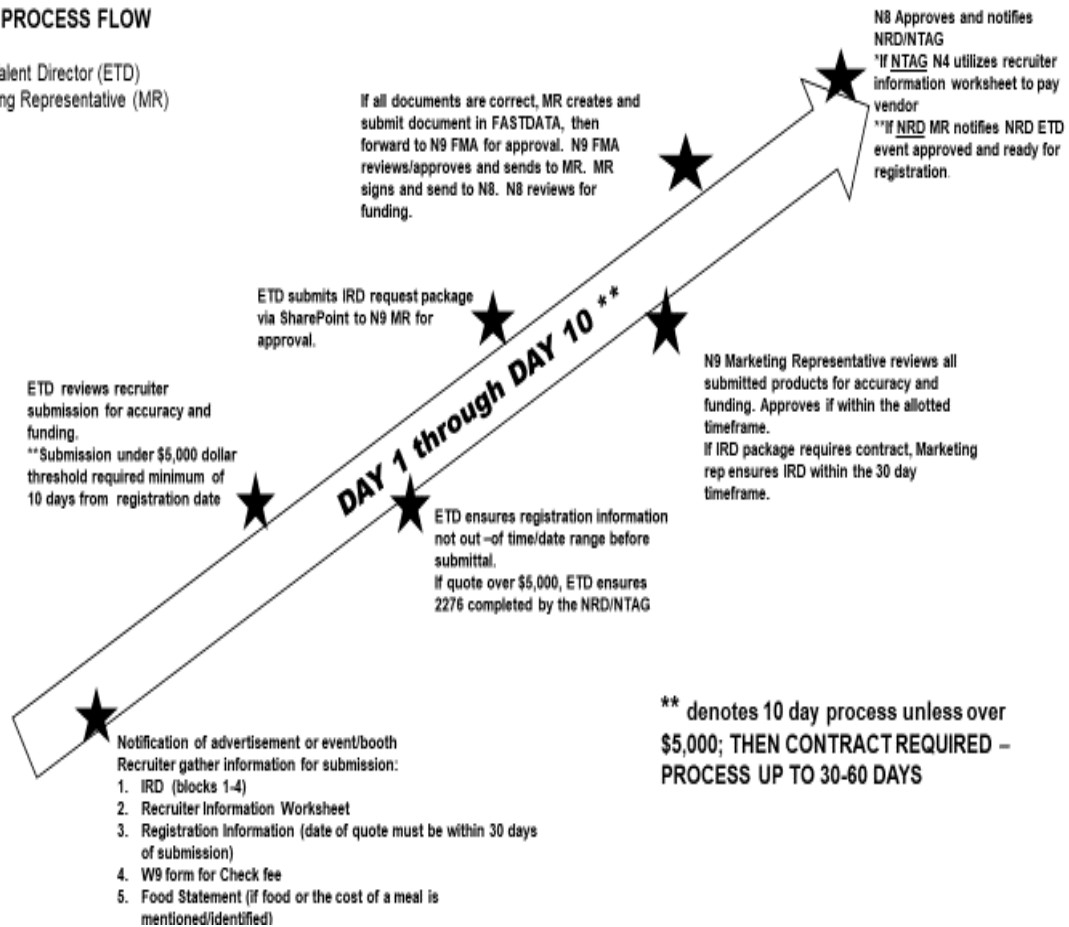


Exhibit 4-1. IRD Flow Process

Chapter 5  
NAVY LOCAL MARKETING AND ADVERTISING STRATEGY

1. Marketing and Advertising Definitions

a. Marketing is the science of research, targeting, communicating, and delivering a product or service to satisfy the needs of the defined customer.

b. Advertising is the attempt to influence the buying behavior of your customers by providing persuasive creative visual and messaging content about your product or services.

2. Types of Marketing and Advertising Mediums

a. Digital advertising is the process of leveraging digital technologies like Internet web sites and webpages, mobile devices, streaming services, message platforms, and applications to deliver visual and message content to your defined customer. Examples of digital advertising are:

(1) Internet Display Ads

(2) Banner Ads

(3) Pop Ups

b. Direct marketing is an advertising strategy that typically relies on individual distribution of the advertising message. Examples of direct advertising are:

(1) E-mail Ads

(2) Text Messaging (SMS)

(3) Print Ads or Banner Displays

(4) Visual Monitor Displays

c. Social Media advertising is the ability to leverage creative display and message content to targeted and defined audience profiles delivered via multiple social media platforms. Social media marketing allows for the delivery of advertising content to a defined audience based on personal, geographical, social, and economic profile parameters. Examples of current popular social media platforms are:

(1) Facebook

(2) Snapchat

(3) Instagram

(4) Twitter

Note: Detailed information on these social media platforms capabilities can be found in the Navy Recruiting Command's Social Media Guides.

d. Event-Based marketing is the process of delivering Navy awareness, engagement, and activation through face-to-face interaction with the customer or influencers during a populated event. Examples of marketing events are Job and Career Fairs, conferences, air shows and Navy band, Nimitz and Burke assets, etc.

e. Event-based campaigns allow Navy Recruiting personnel deliver program general or specific content that can be tailored to a specific event.

Note: Prior to executing an event-based marketing campaign the E-Talent LCPO and LPO must ensure that the event resonates with your target audience and the event is conducive to Navy engagement.

### 3. Call to Action

a. A call to action (CTA) is an invitation associated with the advertisement to allow the customer to take a desired action. In Navy local advertising your call to actions should direct the customer to a means of contact to the NAVCRUITDIST and NAVTALACQGRU ETT directly. The contact methods can vary depending on the advertising medium being utilized. Examples of call to actions are:

(1) Landing Platform: This call to action will direct the customer to an e-card, application, or document to populate contact information.

(2) Direct Message (DM): This call to action allows the customer to contact the ETT via social media messaging platforms.

(3) Call or Text (SMS): This call to action allows the customer to text or call a designated number of the ETT.

(4) E-mail: This call to action allows the customer to contact via e-mail address.

b. The ETT should avoid directing local advertising audiences to national advertising call to action platforms like Navy.com. It is key, that all local advertising efforts direct all call to actions to the NAVCRUITDIST and NAVTALACQGRU ETT; this only means of quantifying the return on investment of your local advertising efforts.

c. The call to action message is an integral part of the campaign's success and could be the difference in gaining or losing a potential LEAD.

#### 4. Talent Acquisitions Customer Journey

a. The success of any marketing and advertising campaign begins with the understanding of the customer and the thought process that occurs from being first aware of the Navy as an option through their decision to act. This process is known as the customer journey, as outlined in (Exhibit 5-1). The length of a customer journey can vary from days to years depending on the individual. The ETTs responsibility is to assist your targeted audience through this journey.

b. The Local Navy marketing and advertising efforts compounded with the Navy's national advertising strategy provide a roadmap to help navigate your customer through their journey that results in an action of engagement or LEAD by the customer.

c. The customer journey funnel illustrates the three marketing and advertising objectives: awareness, consideration, and interest that a customer typically experiences before deciding to act on their interest to join the Navy or make initial contact.

(1) Awareness objective markets to a customer that is not familiar with Navy opportunities or has not considered the Navy as an option to fulfill a need. The awareness objective of your marketing and advertising efforts should provoke thought and action, that the customer needs to drive research and educate themselves more about the Navy.

(2) Consideration objective markets to a customer that is aware of the Navy and is researching to educate how the Navy opportunities can fulfill their needs. The customer, through research, maybe considering alternative options from competitors as well. The consideration objective of marketing and advertising efforts should reinforce the awareness message and make a profound impact through compelling visual and messaging content to rule out other alternatives that your customer maybe considering.

(3) Interest objective markets to a customer that is considering the Navy as a solution to their need. Although more information may be necessary to move to a decision. The interest objective of marketing and advertising efforts should focus on the customers necessity to contact the Navy. These advertisements should include multiple call-to-actions for the customer to make contact.

d. The ETTs responsibility is to ensure your local marketing and advertising efforts utilize multiple touchpoints and display compelling visual and messaging content that are customized to your local consumer market, that navigate your customer throughout their journey from awareness to engagement.

e. Touchpoints are defined as a customer's exposure to the Navy's brand. A touchpoint is divided into two categories physical and digital. One of the goals of the Navy's marketing and

advertising efforts is to guide the customers through the customer journey exposing the customer multiple touchpoints creating awareness, consideration, and interest ultimately generating a LEAD. This is outlined in (Exhibit 5-2).

5. Marketing and Advertising Calendar

a. The E-Talent LCPO and LPO prior to the beginning of the FY, should create a long-term marketing and advertising calendar. This calendar should be populated with all known advertising campaigns and events that have been outlined in the NAVCRUITDIST and NAVTALACQGRU ADPLAN. This calendar should be adjusted as necessary with all advertisement planning changes. Each campaign and event on the calendar should be populated by the following:

- (1) Program Supporting: GENOFF, NUPOC, etc.
- (2) Advertising Medium: Digital, Social Media, Event-based.
- (3) Designated Market Area (DMA): Geographical locations (TAOC, DET, etc.).
- (4) Advertising Objectives: Awareness, Consideration, Interest.
- (5) Dates of event or run time of advertising.
- (6) Vendor Name and POC (if applicable).
- (7) NALTS Data Entry Code (DEC): When populated in NALTS.

b. The E-talent LCPO and LPO should send a calendar invitation of any marketing and advertising event to any NAVCRUITDIST and NAVTALACQGRU personnel responsible for attending.

6. Marketing and Advertising Campaign Process

a. The E-Talent LCPO and LPO is directly responsible for the planning, building, and execution of a successful marketing and advertising campaign.

b. There are several factors that the E-Talent LCPO and LPO must take into consideration when planning, building and executing a local campaign.

(1) Production Priorities: The E-Talent LCPO and LPO should first prioritize the NAVCRUITDISTs and NAVTALACQGRUs production necessities of each of the four production programs (General Enlisted, General Officer, Nuclear Officer, Medical Officer, and NROTC).

(2) Audience Persona: Define profile characteristics of the targeted customer. These characteristics will vary based on the program you have selected. Some factors to consider in your persona are age, gender, education, propensity factors, location, and experience. (Example: A NUPOC's persona could include the following: a 20-24-year old individual engineering student located in one of the six colleges or universities engineering schools located in the NAVCRUITDIST and NAVTALACQGRUs DMA, that has approximately two job fairs per school year. Colorado School of Mines and BYU have made up 50 percent of the NUPOC accessions in 2018-2019). Defining your target audience persona will help you build the rest of the campaign.

(3) Advertising Medium: Select the advertising medium's (digital, social media, event-based) that will provide the most efficient means to reach your targeted audience.

(4) Vendor Sourcing: Research marketing and advertising vendors that can leverage the latest marketing and advertising technologies based on the medium you have selected. The E-Talent LCPO and LPO should ensure that when speaking with vendors not to communicate any verbal or written contractual obligation until final approval authority for funding has been received.

(5) Performance Goals: Define the campaign performance goals. These goals should always include the number of LEADs generated from the campaign. Other performance goals could include audience reach, impressions, social media reactions, click throughs, message and e-mail replies, visits to landing platform or event table, or phone calls.

(6) Designated Market Area (DMA): Select the geographic locations where the target audience can be found. This location may be defined by a zip code, TAOC and DET territory, a single or multiple physical address, or the entire NAVCRUITDIST and NAVTALACQGRU area of responsibility.

(7) Creative Visual and Message Content: To maximize traffic to your call to action, you must ensure that the advertisements visual and message content compels your customer to act. Creative visual and messaging content can be used in all advertising mediums but is most prevalent in digital and social media mediums. The E-Talent LCPO and LPO must ensure that all visual and messaging content has been approved by NAVCRUITCOM (N94) prior to posting or running the advertisement.

(8) Call to Action: See Chapter 5 paragraph 3.

(9) Dates of Advertising: Establish the length of the campaign or the run time of the advertisement.

(10) Monitoring Campaign Responses: During the run of the campaign event, the E-Talent LCPO and LPO will ensure that the E-Talent Scouts monitor all call to action platforms to ensure that all customer responses are engaged immediately. If the campaign is

event-based, the E-Talent LCPO and LPO will ensure that the event is manned with enough qualified personnel to meet the demand of the foot traffic of the event.

(11) Campaign Performance Analysis: The E-Talent LCPO and LPO must ensure that all funded campaigns require a performance analysis to be conducted within 72 hours of the conclusion of the campaigns end date. This performance analysis should incorporate whether the campaign met the performance goals outlined at the beginning of the campaign. The event lead point of contact for an event-based campaign should complete an after-action report and send to the E-Talent LCPO and LPO within 72 hours of events ending date.

7. Marketing and Advertising Targeting. Targeting is the ability to break down a large market in to smaller segments to concentrate advertising efforts to reach your defined audiences unique characteristics or qualifications. The digital age has ushered in new technologies that allows advertisers to deliver more customized content to a specified market demographic that meets your customer personas.

a. Digital Marketing Targeting Technologies

(1) Geo-Targeting refers to the practice of delivering different content or advertisements to consumers based on their geographical location. This targeting can also hone in on a consumer's demographics, behaviors, and interests.

(2) Geo-Fencing refers to drawing a virtual barrier around a specified location using users' Internet Processing (IP) addresses. Content can be delivered to any individual that enters the virtual barrier. Addressable geo-fencing allows the delivery of content to all IP devices inside a single or multiple defined address locations.

(3) Search Engine Optimization prioritizes local searches to display your organizations web site, location, or applications ahead of competitors.

(4) Conversion Zones is an analytic technology that places a virtual barrier at a physical location your customer visits. This technology tells the advertiser how much foot traffic your locations receive from a customer that has been delivered digital advertising content.

(5) Beacon targeting refers to a physical transmitter that sends short-range signals to mobile devices via Bluetooth to deliver advertising content; typically used in event-based mediums.

b. Social Media Targeting Technologies

(1) Audience defined targeting allows the advertiser to customize or build an audience by filtering social media profiles utilizing defined demographic factors to build your audience based on the customers persona.

(2) Social Direct Targeting refers to IP capturing via geo-target and converting devices into social media profiles that can be filtered by age, gender, location, occupation, education, and behaviors.

(3) Keyword targeting allows the advertiser to send advertising content to customers devices based on keywords your audience uses in search or application platforms.

(4) Re-targeting refers to re-delivering advertising content to customers that have already shown some interest or reactions to previous advertising content.

EXHIBIT 5-1

## Customer Journey Funnel

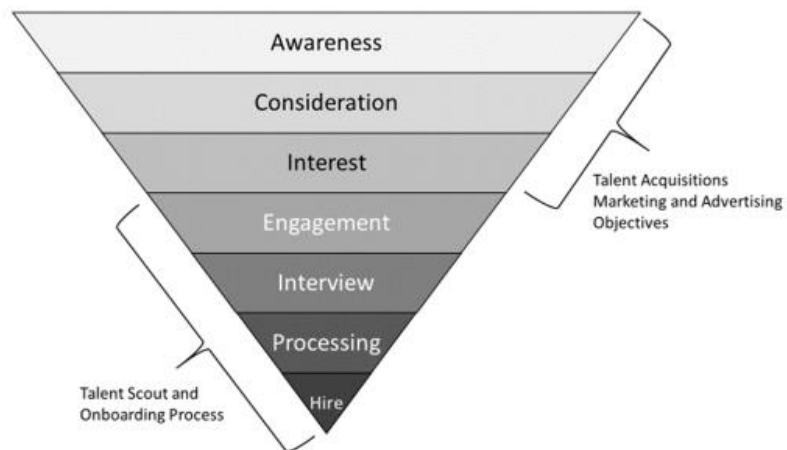


Exhibit 5-1. Customer Journey Funnel

EXHIBIT 5-2

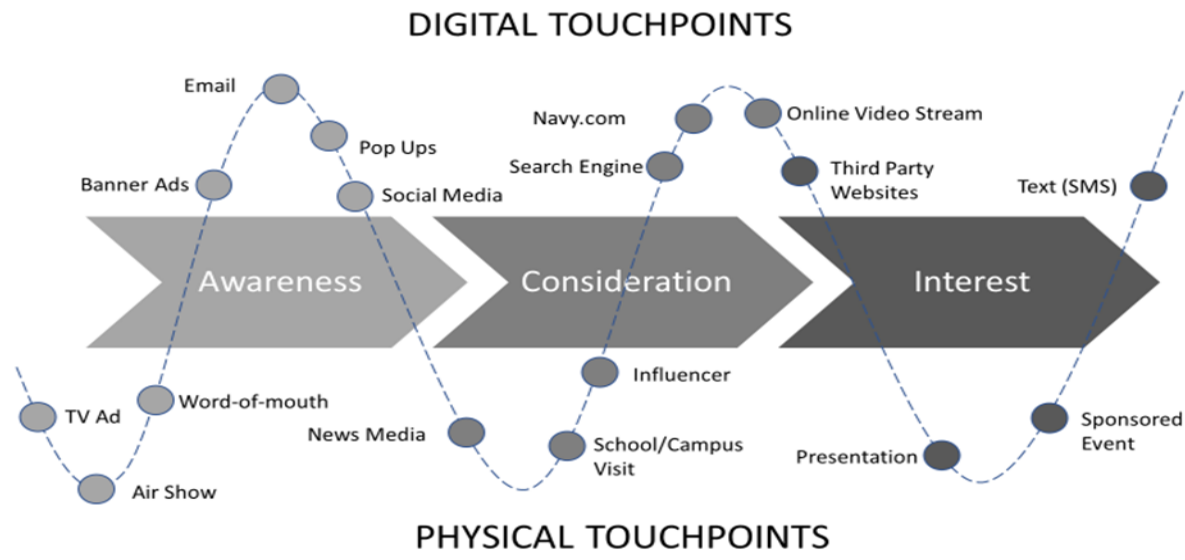


Exhibit 5-2. Digital Touchpoints

Chapter 6  
NATIONAL ADVERTISING LEADS

1. General. National advertising leads which come from a variety of national advertising campaigns complement local leads. Both are tracked via the NALTS application. All nationally produced leads are managed at the NAVCRUITDIST and NAVTALACQGRU level through the NALTS. The NALTS is a web-based application designed specifically for the processing, tracking and administration of advertising activity and leads. Qualified leads are forwarded to recruiters via the recruiter CRMS downloads after they have been initially screened for baseline eligibility and deeper blueprinted by the Navy Opportunity Information Center (NOIC) as outlined in (Tab A) of this chapter. Dispositions provided by national blueprinters and recruiters are used to evaluate the efficiency of national advertising and the contribution of national advertising leads to recruiting goals. Information on how to use the NALTS application is provided in reference (f).

2. Navy Opportunity Information Center (NOIC). The purpose of NOIC is to provide the public with a nationwide toll-free telephone number to obtain information about Navy and Navy Reserve opportunities, general information, NRS and NAVTALACQGRU look-up, etc. NOIC is staffed by civilian operators and is operational Monday through Sunday, 0700-2300 EST. The toll free numbers are 1-800-USA-NAVY (1-800-872-6289) and 1-800-USA-USNR (1-800-872-8767). Leads generated by national advertising are received at the NOIC also referred to as the Navy Call Center, in the form of Business Reply Cards and Envelopes (BRCs and BREs) and letters.

a. Inbound Process: Callers are connected to an automated call tree from which they are asked to make a selection. Tab A of this chapter refers to the process. Depending on the selection, the caller will be transferred to the appropriate section. Should they choose “More Info/Speak to Live Agent”, “NRS and NAVTALACQGRU Look-up” or “Navy Reserve”, they are connected to a live operator. For those interested in active duty and reserves, their lead information is captured and electronically imported into the NALTS database daily. The respondent's basic qualifications such as age, education and citizenship, at a minimum, are automatically screened and the respondent is either determined to be eligible for recruiter follow-up or not qualified. It is also important to remember that the information used to determine eligibility is obtained from the respondent. The respondent may give incorrect information, or in some instances, turn out to be a prank. If a NAVCRUITDIST and NAVTALACQGRU or NRS and NAVTALACQGRU provide the national toll-free number (1-800-USA-NAVY) on its afterhours recorded phone message. It should only refer persons desiring general information about the Navy to that number. All other persons should be directed to call the E-TALENT LCPO and LPO or recruiter during regular business hours. Should field recruiters desire to obtain general information or information on other NRS and NAVTALACQGRU. This is readily available on the NAVCRUITCOM Quarterdeck or by accessing Navy.com’s Recruiter Locator. Recruiters are encouraged to use these alternatives prior to utilizing NOIC operators.

b. **Outbound Process:** In order to ensure quality leads are being provided to recruiters, NOIC conducts deeper blueprinting on all Officer and Enlisted leads by screening for moral, medical, education, age, and citizenship eligibility before they are sent out to the field. Call Center representatives also weed out pranks and those no longer at a given address. Outbound calls are conducted Monday-Saturday on daily new lead files that are extracted from NALTS between the hours of 0700 and 2000 CST to cover all time zones. Direct connects to an NAVCRUITDIST point of contact will occur between 0900-2100 in the lead's time zone. All blueprinted leads will be dispositioned within 72 hours from receipt of lead, or less. Monday at 0800 Outbound blueprint attempts begin. First attempt with voicemail (if no contact). Records with text opt-in receive text (if no response in 24 hours moved to second call attempt queue). Some records may receive a third call attempt if it is within the 72-hour time limit. If unsuccessful to contact the lead within 72 hours and the lead does not call back, a disposition of 4.27 (Not sent to field - unable to contact) will be applied and not be sent to the field. All disposition codes applied by blueprinters will end in a "7", i.e., 4.27, 5.37, 6.097, etc. All new leads are in a locked status when they are away at Blueprinting. The "Add New" button will not be present on the disposition pages, so E-TALENT LCPO and LPO NALTS users will not be able to enter any dispositions until the record has been released from blueprinting.

3. **Electronic Fulfillment.** All inquiries received through national advertising response vehicles which include, the toll-free number, business reply cards and mail, Navy.com and personal letters are fulfilled through electronic fulfillment.

a. Each respondent who provides an e-mail address receives a personalized e-mail, which includes the address and phone number of the nearest recruiter derived from the Navy.com recruiter locator along with the appropriate link to electronic brochures located on Navy.com and links to social media sites. Suppressed leads, bad address leads, and local leads will not receive electronic fulfillment.

b. The turnaround time objective for the processing of e-mails is 24 hours or less depending on receipt of inquiry.

4. **National LEADS Change.** When a NAVCRUITDIST and NAVTALACQGRU chooses to move a national lead in NALTS to a NRS and NAVTALACQGRU outside the NAVCRUITDIST and NAVTALACQGRU or report a lead that has been erroneously accessed, the E-Talent LCPO and LPO will forward the appropriate information as outlined in the format of (Tab B) and forward it to NAVCRUITCOM (N941). To transfer national leads from one NRS and NAVTALACQGRU to another NRS and NAVTALACQGRU within the NAVCRUITDIST and NAVTALACQGRU, the EDT must change the NRS and NAVTALACQGRU on the applicant record in NALTS. Recruiter CRMS lead records must also be transferred to the gaining station.

5. NRS and NAVTALACQGRU Territory and Zip Code Database. NRS and NAVTALACQGRU information such as status (open, part-time, and closed), address, phone number, and assigned zip codes is maintained as a database in NALTS, CRMS, and WEBSTEAM. The EDT should perform territory maintenance on an as needed basis in NALTS however, if the EDT receives any changes to the address, phone number, and zip code information, it must be acted on immediately. On a quarterly basis, or as needed, the EDT should obtain the latest copy of their NAVCRUITDIST and NAVTALACQGRU RFMIS listing from their supply office, cross-reference this information with WEBSTEAM, and if changes are accurate, update the NALTS database accordingly. At any given time, be sure to notify your NAVCRUITDIST and NAVTALACQGRU WEBSTEAM Operator of any system discrepancies. The NAVCRUITDIST and NAVTALACQGRU WEBSTEAM Operator will be responsible for updating WEBSTEAM accordingly.

a. NAVCRUITCOM N9411 will send a reminder e-mail to each E-TALENT LCPO and LPO on a quarterly basis. At the end of each quarter, each E-TALENT LCPO and LPO must e-mail a confirmation of the updates to NAVCRUITCOM N9411. If the E-TALENT LCPO and LPO finds that a NRS and NAVTALACQGRU zip code is assigned to an incorrect NAVCRUITDIST and NAVTALACQGRU, contact NAVCRUITCOM N521 prior to making changes to the NALTS database. The accuracy of your NAVCRUITDIST and NAVTALACQGRU-NRS and NAVTALACQGRU territory mapping information is critical because it impacts NALTS leads distribution and delivery, the 1-800-USA-NAVY and 1-800-USA-USNR, NOIC and the Recruiter Locator on Navy.com. Any inaccuracies will result in leads being sent to the wrong NRS and NAVTALACQGRU and errors in WEBSTEAM (resource allocation) data. Those E-TALENT LCPO and LPOs that do not comply will be reported to their Commanding Officer.

b. Before any changes are made to either NALTS or WEBSTEAM, there must be coordination and consensus as to what changes are being made and when these changes will go into effect. The E-TALENT LCPO and LPO must actively coordinate with the CR, R-OPS and WEBSTEAM operator to ensure authorized changes to the zip code territory are entered in NALTS in a timely manner for both intra (within a NAVCRUITDIST and NAVTALACQGRU) and inter-NAVCRUITDIST and NAVTALACQGRU (NAVCRUITDIST and NAVTALACQGRU-to-NAVCRUITDIST and NAVTALACQGRU) transfers, once approval is received from NAVCRUITCOM.

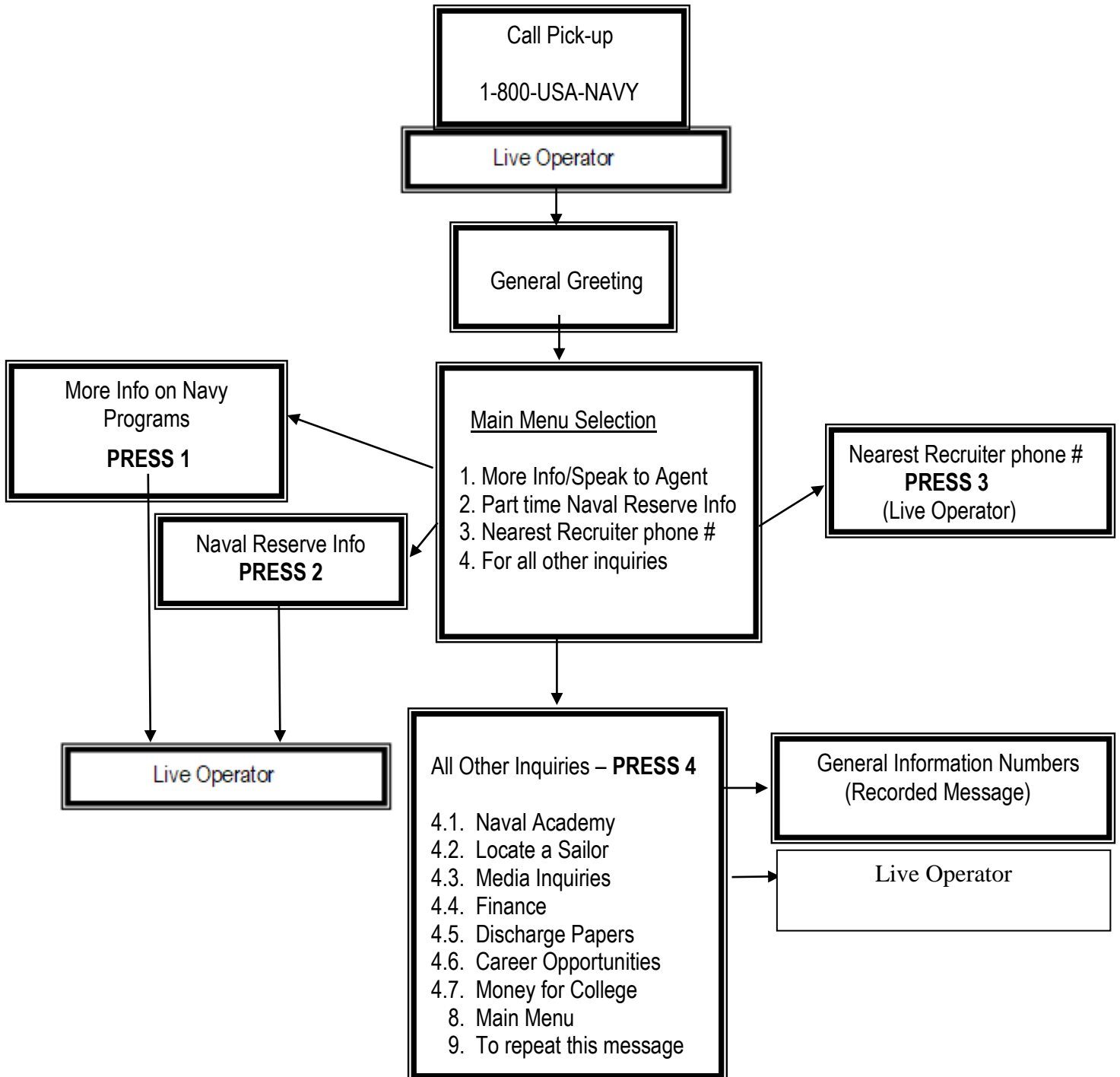
c. If zip codes need to be transferred from NAVCRUITCOM to another NAVCRUITDIST and NAVTALACQGRU, the E-TALENT LCPO and LPO must request written approval utilizing the NAVCRUITDIST and NAVTALACQGRU Territory Transfer Sheet as outlined in (Tab C). The request must be routed through the NAVCRUITDIST and NAVTALACQGRU's Commanding Officer and NAVCRUITREG Commander. Supporting documentation must include the NRS and NAVTALACQGRU name and Recruiting Station Identification Number (RSID), where it is moving to or from, and the zip codes that must be realigned. NAVCRUITCOM N521 provides final approval of each request. Upon approval of the transfer,

it is routed to NAVCRUITCOM N941 for execution. With inter and intra-NAVCRUITDIST and NAVTALACQGRU transfers, “closed” leads remain under the old NRS and NAVTALACQGRU RSID and “open” leads transfer to the new NRS and NAVTALACQGRU under its new RSID.

Note: NRS and TALACQGRUs should not be closed and then re-opened during the fiscal year. If it is not clear that a NRS and NAVTALACQGRU is permanently closing, it should be designated Part Time (PT) and its zip codes should be transferred to other NRS and TALACQGRUs.

TAB A  
NOIC AUTOMATED CALL TREE

INTERACTIVE VOICE RESPONSE (IVR)



TAB B  
SAMPLE NATIONAL LEADS CHANGE

Lead Number:

1. Lead should be reassigned to another NAVCRUITDIST and NAVTALACQGRU:

From: (Original NAVCRUITDIST and NAVTALACQGRU # assigned: \_\_\_\_\_)

To: (New NAVCRUITDIST and NAVTALACQGRU # assigned: \_\_\_\_\_)

2. Accession/Disposition Change. Lead incorrectly reflected as an accession in NALTS.

Explanation:

3. Authorization:

- a. NAVCRUITDIST and NAVTALACQGRU

(1) Date:

(2) Initials:

- b. HQ Approval (Forward to NAVCRUITCOM N941)

(1) Date:

(2) Initials:

- c. NALTS Customer Service

(1) Date:

(2) Initials:

TAB C  
NAVCRUITDIST AND NAVTALACQGRU TERRITORY TRANSFER

1. The NAVCRUITDIST and NAVTALACQGRU Territory Transfer is to be used only to transfer Zip Code(s) between two NAVCRUITDIST and NAVTALACQGRUs. NAVCRUITCOM N421 must approve all existing or transferring Recruiting Station IDs. Each NAVCRUITDIST and NAVTALACQGRU must provide all information requested to ensure the transfer of the Zip Code(s). Realignment will not be accepted in the fourth quarter of the fiscal year.
2. Forward all completed information to NAVCRUITCOM for final approval and execution. Attach supporting point paper or memo to validate transfer. All counties and NRS and TALACQGRUs included in the transfer should also be noted. POC for distribution and questions concerning this information is NAVCRUITCOM (N52) at (901) 874-9290 or DSN 882-9290. In addition, a copy should be forwarded to (N94) for informational purposes.

Zip Code(s) to be transferred (use attachments if needed):

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---

A) Transferring NAVCRUITDIST and NAVTALACQGRU: \_\_\_\_\_

From NRS and NAVTALACQGRU #: \_\_\_\_\_

Point of Contact (E-TALENT LCPO and LPO): \_\_\_\_\_

Phone number: \_\_\_\_\_

Initials & Date: \_\_\_\_\_

CR/R-OPS, Initials & Date: \_\_\_\_\_

XO/CO, Initials & Date: \_\_\_\_\_

NAVCRUITREG, Initials & Date: \_\_\_\_\_

B) Receiving NAVCRUITDIST and NAVTALACQGRU: \_\_\_\_\_

To NRS and NAVTALACQGRU #: \_\_\_\_\_

Point of Contact (E-TALENT LCPO and LPO): \_\_\_\_\_

Phone number: \_\_\_\_\_

Initials & Date: \_\_\_\_\_

CR/R-OPS, Initials & Date: \_\_\_\_\_

XO/CO, Initials & Date: \_\_\_\_\_

NAVCRUITREG, Initials & Date: \_\_\_\_\_

C) NAVCRUITCOM Approval:

<input type="checkbox"/> Yes	<input type="checkbox"/> No	N6	
<input type="checkbox"/> Yes	<input type="checkbox"/> No	N52	
<input type="checkbox"/> Approved	<input type="checkbox"/> Disapproved	N3	
<input type="checkbox"/> Executed	<input type="checkbox"/> Not Executed	N941	